

## CLAIMS

WHAT IS CLAIMED IS:

- 5 1. A method comprising:  
recommending an offering based on data received from a client and a threshold.
2. The method of claim 1, wherein the recommending further comprises:  
comparing the data to the threshold; and  
10 when the comparing satisfies a condition, sending the offering to the client.
3. The method of claim 1, wherein the data comprises a hardware inventory of the client.
4. The method of claim 1, wherein the data comprises a software inventory of the client.
- 15 5. The method of claim 1, wherein the data comprises a performance inventory of the client.
6. The method of claim 1, wherein the data comprises a trend at the client.
- 20 7. An apparatus comprising:  
means for receiving an inventory from a client;  
means for selecting an offering based on a plurality of fields in the inventory and  
a plurality of corresponding thresholds; and  
25 means for sending the offering to the client.
8. The apparatus of claim 7, further comprising:  
means for saving a history of the inventory as the inventory changes over time.
- 30 9. The apparatus of claim 8, wherein the means for selecting further comprises:  
means for comparing a plurality of records in the history.

10. The apparatus of claim 7, wherein the offering comprises an offer for a service.
11. The apparatus of claim 7, wherein the offering comprises an offer for hardware.
- 5 12. A signal-bearing medium encoded with instructions, wherein the instructions when executed comprise:
- receiving inventory data from a client, wherein the inventory data comprises a plurality of fields;
  - 10 comparing a subset of the plurality of fields to a plurality of thresholds via a plurality of rules, wherein the plurality of rules specify the subset, the plurality of thresholds, and a plurality of offerings;
  - selecting one of the plurality of offerings in response to the comparing; and
  - sending the one of the plurality of offerings to the client.
- 15 13. The signal-bearing medium of claim 12, further comprising:
- sending an identification of a marketing channel to the client, wherein the marketing channel is to be notified if the offering is selected.
- 20 14. The signal-bearing medium of claim 12, wherein the receiving further comprises:
- periodically receiving updates to the inventory data from the client.
15. The signal-bearing medium of claim 12, wherein the receiving further comprises:
- receiving updates of the inventory data after the occurrence of an event at the
- 25 client.
16. The signal-bearing medium of claim 15, wherein the event is selected from a group consisting of: installation of hardware at the client, installation of software at the client, and detection of a performance problem at the client.
- 30 17. A server comprising:

a processor; and  
a storage device encoded with instructions, wherein the instructions when  
executed on the processor comprise:  
receiving inventory data from a client, wherein the inventory data  
5 comprises a plurality of fields,  
comparing a subset of the plurality of fields to a plurality of thresholds via  
a plurality of conditions, and  
when the plurality of conditions are met, sending an associated offering  
and an identification of a marketing channel to the client.

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18. The server of claim 17, wherein the subset, the plurality of the thresholds, and the  
plurality of conditions are specified by a rule that is interpreted by the instructions.

15 19. The server of claim 17, wherein the subset, the plurality of the thresholds, and the  
plurality of conditions are specified by a table that is accessed by the instructions.

20. The server of claim 17, wherein marketing channel is to be notified when the offering  
is selected at the client.

20 21. The server of claim 17, wherein the receiving further comprises:  
periodically receiving updates of the inventory data from the client.